

# D. E. ABBOTT & CO.

MANUFACTURERS OF  
ARTISTIC PORTRAITS, PICTURE  
FRAMES AND MOULDINGS

No. 49



HUNTINGTON, WEST VIRGINIA

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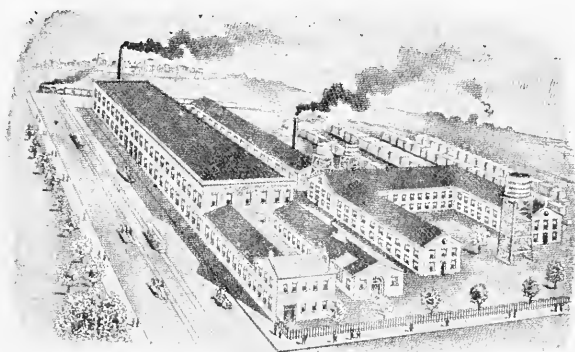
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WEST VIRGINIA



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THE ADVERTISER  
HUNTINGTON, W. VA.



THIS CATALOGUE is printed for the convenience of PORTRAIT SALESMEN and DEALERS, who now are selling or contemplate selling our PORTRAITS and FRAMES.

We have been producing Portraits and Frames for more than thirty years with a gradual increase of business and sales each year, until, today our Plant is one of the largest, most Modern and Complete of any in this Country.

We modestly claim the benefits of such a recommendation.

To our many thousand customers we are thankful for your orders, your friendship and kind words of appreciation, and to those interested and prospective customers we urge a careful study of the Portrait business along lines suggested in this catalogue.

There is no business in existence in which you could engage that requires so small an outlay to begin with as does the portrait business, and which brings big money returns so quickly.

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## A BUSINESS OF YOUR OWN

Every ambitious man or woman wishes to "make good" in some line or other, and at the same time receive adequate returns for time and energy put forth. If you are now doing a work to which you are not adapted, this is your opportunity to start in business for yourself.

## EXPERIENCE NOT NECESSARY

For the benefit of those who have had no experience in the portrait business, we feel safe in stating that the things necessary to make it a success are ordinary intelligence, ambition and industry.

## HOW TO START

Send us one dollar for sample roll, together with your name and address. When you get it, start to work at once.

Don't get discouraged if almost everybody in the neighborhood should fail to patronize you. If you get two or three orders a day, you are a success.

## HOW TO FIGURE YOUR PROFITS

The table below will show how to figure up profits. "Premo" grade crayon bust, costs 70 cents. No. 657 frame

complete, costs 63 cents, average cost of freight on frame, 7 cents; total cost of framed portrait complete, \$1.40.

You get for framed portrait complete..	\$3.96
It costs you.....	1.40
Your profit on that order is.....	<u>2.56</u>

## GRADES

We make in all about twenty-five grades of work, from the cheapest to the best. The average user will not be interested in more than five or six of these, for some are for photographers alone, and some, especially the free hand grades, are for a trade that wants the finest. Do not be misled by names for pictures. We might put out the most ordinary splotch of a crayon and call it by some high sounding title, but that would not make the picture any more presentable. Some houses have used our names for their pictures, calling their cheap work by the names we use for our best so that customers have been deceived into thinking—from the name alone that we were overcharging them for a given grade. Judge the grade by the picture, not by what some one names it.

Our X grade crayon is as good as the average “best” of many houses, yet we do not recommend it as the best or next best, but simply as a good clean piece of work, that will deliver well, and give satisfaction to the general user.

If something better is wanted we recommend the Grade Premo No. 4, 3, or 2 crayon or the Grade No. A or AA Water Color, because we know that they are the very best of their kind.

Remember that grade means only the amount of artist work devoted to a given picture, and the kind of artist. The likeness will be in the cheap picture as well as the good one, for they are all—except the free hands—made over a print, which insures a likeness.

We always recommend the better grades, because it pays in the long run to deliver good work.

THE PRICES QUOTED IN THIS CATALOGUE ARE OUR NET WHOLESALE PRICES, AND ARE NOT SUBJECT TO ANY DISCOUNT.



## BROMIDE PORTRAITS, SUITABLE FOR GROUPS OR SCENERY

Where there are group pictures or pictures of houses or scenery we always advise that the work be done in what is known as Bromides. In this work there is no charge for any extra heads, and the results particularly in the cheaper grades of work are much better than when made in Crayon or Water Color. The larger sizes are usually made on special mat surface Bromide paper of the finest quality, and are furnished either with mats or without as ordered, and will be finished tinted unless ordered plain.

### PRICES FOR BROMIDE PORTRAITS

Size	Price Plain	Price Tinted	Size	Price Plain	Price Tinted
8x10	.35	.40	14x17	.45	.60
10x12	.40	.50	16x20	.50	.65
11x14	.40	.55	20x24	.85	1.00

### CRAYON PORTRAITS

We make this class of portraits in several different grades. The price and quality of finish is governed entirely by the amount of artist work done on the portrait. The cheaper grades are well finished, and are good values for the price we charge for them. The better ones have more work, and all of our portraits are finished by competent and skillful artists. We do not employ any incompetent or unskilled artists. We have always believed that it pays better to employ first-class artists, and on the cheaper work allow them to put less time. In this way even the cheap pictures have nothing but artistic touches on them and the likeness is perfect.

### GRADE Y CRAYON

Grade Y Crayon is designed to meet competition when an extremely low price is required.

Size	Price	Extra Heads
16x20	.50	.15 each

## GRADE X CRAYONS

Grade X Crayon is a cheap grade of Crayon work, but the likeness will be perfect and the finish will be much better than can be secured from any other source for the price. We can recommend this grade to those having low priced competition to meet.

	Price	Price	Price	Price
Size	Plain	Tinted	Sepia	Extra Heads
8x10	.45	.50	.55	.10 each
10x12	.50	.55	.60	.10 “
11x14	.55	.60	.65	.15 “
14x17	.60	.65	.70	.15 “
16x20	.60	.65	.70	.15 “

## GRADE PREMO CRAYON

Grade Premo Crayon is the best popular priced Crayon made in this country today. The print is made on the finest Steinbach paper; the picture has a smooth finish, and is one of the best portraits on the market. It delivers well, giving satisfaction wherever shown because although low in price it has real artistic merit.

## PRICES

	Price	Price	Price	Price
Size	Plain	Tinted	Sepia	Extra Heads
8x10	.50	.55	.60	.10 each
10x12	.55	.60	.65	.10 “
11x14	.60	.65	.70	.15 “
14x17	.65	.70	.75	.20 “
16x20	.70	.75	.80	.20 “
18x22	.85	.95	1.05	.25 “
20x24	1.00	1.10	1.25	.25 “

Grade A. Crayon is the next better grade. It has more artist work on it than the premo grade, and is a finer picture. The finish is smooth and likeness perfect.

## PRICES

Size	Price Plain	Price Tinted	Price Sepia	Price Extra Heads
8x10	.60	.65	.70	.15 each
10x12	.70	.75	.80	.15 “
11x14	.75	.80	.85	.15 “
14x17	.75	.80	.85	.20 “
16x20	.85	.95	.95	.20 “
18x22	1.00	1.10	1.20	.25 “
20x24	1.25	1.40	1.45	.30 “
22x28	1.50	1.70	1.70	.40 “
25x30	2.00	2.30	2.30	.50 “

Sepia portraits are about the same class of work as the Crayon, except the color of the picture has a brown tone.

## CRAYONS OR SEPIAS, GRADE FOUR

Crayon and Sepia are furnished at the same price in grades number four, three, two. Grade 4 Crayon is a better finished picture than grade A; more artist's work, and greater care in finishing, and where the original is poor and indistinct, if a good portrait is wanted it should not be ordered in a cheaper grade than grade 4. Our grade 4 portraits have had a wonderful sale, and are very popular with the trade, and you will make no mistake in sending in orders for this grade.

## PRICES

Size	Price	Extra Heads
8x10	.75	.15
10x12	.80	.15
11x14	.90	.20
14x17	.95	.25
16x20	1.00	.25
18x22	1.25	.30
20x24	1.50	.35
22x28	2.00	.40
25x30	2.50	.60

## CRAYONS OR SEPIAS, GRADE THREE

This grade is one that we can recommend for the bringing out of those truly artistic touches which make acceptable high class portrait. Defects which must be passed over more rapidly in cheaper grades are worked out carefully in grade 3; especially do we recommend this grade for Sepias. If you are catering to a nice trade and getting a good price you will find this grade a profitable one to handle.

Size	PRICES	
	Price	Extra Heads
8x10	.90	.20
10x12	1.00	.20
11x14	1.25	.25
14x17	1.25	.30
16x20	1.50	.30
18x22	2.00	.40
20x24	2.25	.50
22x28	2.50	.60
25x30	3.00	.70
30x40	5.00	1.00

## CRAYONS OR SEPIAS, GRADE TWO

This is the best Crayon made over a print by any house in the country today. It is carried to the finest finish, and possesses the merit of style that belongs to the free hand, lacking only slight freedom of handling. This grade is finished by the highest class artists to be found, and cannot fail to please the most fastidious customer. In better grades finer results are obtained in using dark backgrounds full out to the edge. Unless vignette is specified higher grades, from 3 up, will be finished full out.

Size	PRICES	
	Price	Extra Heads
8x10	1.25	.25
10x12	1.50	.30
11x14	1.75	.35
14x17	2.00	.40
16x20	2.50	.45
18x22	2.75	.50
20x24	3.00	.60
22x28	3.57	.75
25x30	5.00	1.00
30x40	7.50	1.25

## WATER COLORS AND PASTELS

In ordering Portraits in colors always give color of hair and eyes, clothing, etc.

## WATER COLOR AND PASTELS, GRADE W

This grade is designed to meet competition when a low priced picture in colors is required.

Size	Price	Extra Heads
16x20	.80	.20

## WATER COLOR AND PASTEL, GRADE XX

These portraits are finished in combination Water Color and Pastel, and for the price are well made and are proving satisfactory wherever a medium Water Color is wanted. The likeness of our grade XX is perfect, and the portrait will compare favorably with any other colored picture on the market.

## PRICES

Size	Price	Extra Heads
8x10	.50	.20
10x12	.60	.20
11x14	.75	.25
14x17	.90	.25
16x20	1.00	.25

## WATER COLOR AND PASTEL, GRADE IMPERIAL

These portraits without question are the most popular and widely used Water Color and Pastel in the country. They are a great success; are nicely finished; the colors are well handled, and we can heartily recommend them to the trade as meeting every requirement for a good, standard, deliverable picture.

## PRICES

Size	Price	Extra Heads
8x10	.70	.20
10x12	.80	.20
11x14	.90	.25
14x17	1.10	.25
16x20	1.25	.30
18x22	1.50	.35
20x24	2.00	.40
22x28	2.50	.50
25x30	3.50	.65

Water Colors and Pastels—Grade “A” is a better finished picture than the Imperial grade; more artistic work is put on, and it is a good clear, well colored, well finished, smooth picture. We recommend our grade A. It has stood the test of time, and has given perfect satisfaction to our customers.

## PRICES

Size	Price	Extra Heads
8x10	.80	.20
10x12	.90	.20
11x14	1.00	.25
14x17	1.25	.30
16x20	1.50	.35
18x22	2.00	.40
20x24	2.25	.50
22x28	2.75	.60
25x30	3.75	.75

Water Colors and Pastels—Grade “AA” is a high grade piece of work that has for many years been the standard picture in the line of first-class colored portraits. It is perfect in likeness, beautifully colored in natural colors, is artistically finished and aside from our free hand Water Colors no better picture is made.

## PRICES

Size	Price	Extra Heads
8x10	1.50	.25
10x12	1.75	.25
11x14	2.00	.30
14x17	2.50	.40
16x20	3.00	.50
18x22	4.00	.60
20x24	4.50	.75
22x28	5.00	.85
25x30	6.00	1.00
30x40	9.00	2.00

We have many calls for purely Free-hand work, from those who appreciate the best and who are able to pay something in excess of reigning low prices. The likeness may possibly be no better than our Solar print work, but it bears the stamp of excellence, and the best people often demand this class of enlargement. We are glad to say that we have a full corps of

thoroughly trained artists who execute this class of work with as excellent tone and finish and with as much fidelity to copy as any of the old school artists were ever able to do. This class of high-grade work, which used to cost from \$50.00 to \$75.00, can now be done within the limits of the ordinary purse. There are four general grades of Free-hand portraits.

**Free Hand Water Color**—In this grade we guarantee the finest effects in color and harmony of tints, as well as a perfect likeness. This work has all the delicate touches that go to make a purely artistic picture, such as the most exacting art connoisseur would pronounce satisfactory.

#### PRICES

14x17.....	\$ 8.00	20x24.....	\$14.00
16x20.....	10.00	22x28.....	16.00
18x22.....	12.00	25x30.....	18.00
Extra Heads \$2.00 each additional		Extra Heads \$4.00 each additional	
Prices on Panels given on application.			

#### COMBINATION WATER COLOR AND PASTEL—FREE HAND

These rank in merit with the Free-hand Water Color. The artists in their production make use of both Pastel and Water Color to produce certain effects in handling, and no distinction as to grade can be made when comparing the two styles of pictures. Choice is always a matter of individual tastes. No home is too luxurious to be adorned by one of these.

#### PRICES—COMBINATION WATER COLOR AND PASTEL

14x17.....	\$ 8.00	20x24.....	\$14.00
16x20.....	10.00	22x28.....	16.00
18x22.....	12.00	25x30.....	18.00
Extra Heads \$2.00 each additional		Extra Heads \$4.00 each additional	

#### FREE HAND CRAYON

Crayons have been so abused by unscrupulous adventurers in the business that the public has naturally grown skeptical as to their merits. A free-hand Crayon is a beautiful piece of artistic work. In these we obtain a perfect likeness and when from the hands of a skilled artist, they possess a transparency

of shadow and a pearly effect of high light, and a delicacy that cannot be imitated by any inferior artist by any process. It is the same class of work as Free-hand Color, but since it can be executed a little more rapidly, prices are lower.

#### PRICES

14x17.....	\$5.00	20x24.....	\$ 8.50
16x20.....	6.00	22x28.....	10.00
18x22.....	7.00	25x30.....	12.00
Extra Heads \$1.00 each additional		Extra Heads \$4.00 each additional	

Free-Hand Sepias.—It is really much harder to make a satisfactory Sepia than a good Crayon, but we catalogue on Free-hand Sepia at same price charged for a similar grade of Crayon. Painstaking work is done on this picture and the results are as fine as can be obtained in Sepia.

#### PILLOW TOPS

In common with nearly all of the best copying houses we make picturesque pillow tops. Ours are made on a very excellent grade of mercerized satin. We have expended a great amount of time and spent lots of money in discovering a process which would not only give a good clear picture, but which would be permanent and which could still be produced at a reasonable price.

We believe we have succeeded better than almost any other house, though we have not attempted to cut the price so as to make it necessary to make a farce of the business on account of the inferior quality of the goods used and poor pictures produced.

We have also found by experience that the pictures copy satisfactory on about five colors of satin. Consequently, we use pea green, old rose, blue, yellow or white. If not specified on order, we use color best adapted to the subject to be copied.





## PILLOW TOPS

### PRICES

Size 18x18 any color named each 35c.

When in lots of one dozen or more, 30c or \$3.60 per dozen.

When sent by mail 5c must be allowed for one pillow top and 2c extra for each additional top, this also includes the postage for returning the Photographs.

We do not finish the pillow as shown in the illustration, but simply furnish the top and the pillow is finished according to the ideas of the individual who makes them. This illustration is only a suggestion for making up the pillow.

Pillow Tops are sent out by mail postage prepaid unless otherwise ordered. We can make copies from groups as well as from single pictures. Do not send any poor, dim or scratched photos for reproduction in this work, as we cannot guarantee the results and cannot make satisfactory pillow tops from poor photos.

## SAMPLE OUTFITS

Sample Cases for 16x20 samples are rarely ever used any more. They are found too heavy for practical use, but if desired can be supplied as per our description under heading of

sample case No. 1. For all purposes our sample roll is the best outfit in use, it contains a Grade "A" Crayon, Grade "A" Tinted Crayon Grade "Imperial Water Color" and Tinted Bromide and to get within the reach of every salesman we have put the price of this at \$1.00. If by mail, parcel post, weight 2 pounds.

The subjects are chosen from the best photographs obtainable. We always advise against persons sending in pictures of their own or their friends from which to make samples. A good sample will have its effect no matter whether you know the original or not, and the average photograph sent in for sample purposes is not at all satisfactory and had better not be used.



SAMPLE ROLL OPEN



SAMPLE ROLL CLOSED

## SAMPLE CASE No. THREE



NO. 3577 FRAME.....NO. 2448 FRAME

To satisfy the demand for small portraits artistically framed we show in a sample case an 8x10 special Crayon of gentleman, framed in our 8x10 No. 3577 square mat gilt frame, and an 8x10 special Water Color portrait delicately colored giving a soft, smooth, beautiful effect, framed in our 8x10 No. 2448 mat gilt ornamented oval frame. These two frames we put up for samples in our No. 3 sample case, which is made from three-ply oak veneer rubbed polish finish, and is a specially attractive neat case, one of the best ever put out.

The size of the case when closed is about 14 inches long by 12 inches wide  $3\frac{1}{2}$  inches thick, and weighs complete about seven pounds. This sample case is furnished with frames and portraits for \$1.50 complete.

Prices for frames and portraits as shown in Sample Case No. 3.

8x10 No. 3577 Frame and Glass.....	.20
8x10 Special Crayon Portrait.....	.45
Complete for Frame and Portrait.....	.65
8x10 No. 2448 Frame and Glass.....	.40
8x10 Water Color Portrait.....	.50
Complete for Frame and Portrait.....	.90

To secure the best results small pictures from which these enlargements are made should be good, clear pictures as free from defects as possible, as very few changes can be made. There is no extra charge for extra heads in this size and grade, but we cannot put two separate pictures together making one portrait without a considerable extra charge.

### CONVEX SAMPLE OUTFIT

No. 6



No salesman can afford to miss selling the attractive Convex Portrait.

The above cut will give a fair idea of the "Convex Sample Case" with a convex water color and crayon only. The snap and vigor in this outfit will mean increased sales for all who handle it.

The convexed portraits are fitted in frames with convexed glass or without glass by having surface of portrait oiled.

The Convex Sample Case is made up in 14x20 or 11x14 size as follows:

1—Grade 4 Crayon.....	\$1.00
1—Grade A water color.....	1.50
Case holding above.....	1.75
Total.....	\$4.25

Sent by express for only **\$2.50**. All stationery free.

Amount paid for samples will be **refunded** when convex portrait sales amount to **\$25.00**.

THE PRICE OF CONVEX PORTRAITS ARE AS  
FOLLOWS:

14x20 Convex Crayons, Grade Y.....	\$ .65, extra heads 15c
11x14 Convex Crayons, Grade Y.....	.60, extra heads 15c
14x20 Convex Crayons, Grade X.....	.75, extra heads 15c
11x14 Convex Crayons, Grade X.....	.70, extra heads 15c
14x20 Convex Crayons, Grade Premo....	.90, extra heads 20c
11x14 Convex Crayons, Grade Premo....	.85, extra heads 15c
14x20 Convex Crayons, Grade A.....	1.05, extra heads 25c
11x14 Convex Crayons, Grade A.....	1.00, extra heads 25c
11x14 or 14x20 Tinted Convex Crayons, extra.....	10c
14x20 Convex Pastels, Grade W.....	.95, extra heads 20c
11x14 Convex Pastels, Grade W.....	.90, extra heads 20c
14x20 Convex Pastels, Grade XX.....	1.15, extra heads 25c
11x14 Convex Pastels, Grade XX.....	1.10, extra heads 25c
14x20 Convex Pastels, Grade Imperial...	1.40, extra heads 30c
11x14 Convex Pastels, Grade Imperial...	1.35, extra heads 30c
11x14 or 14x20 Convex Portrait in Oilette finish, extra.....	10c



## ROYAL INDIA TINT

SAMPLE No. 7



This will be one of the red hottest sellers we have ever had anything to do with. Upon this claim we are willing to base our chance of doing business with you.

Some of the splendid selling points are: Good likeness, bright, snappy effects, and very low price.

Let's get together on this proposition. This picture is most becoming in 10x12 size, but if desired, we will make it up 16x20 size. Original pictures for the "Royal India Tint" should be good, clear subjects. No changes can be made, and it will not be necessary to specify colors.

The frame is very handsome, consisting of 2-inch polished mahogany finish outside, and  $\frac{3}{4}$ -inch mat gold lining. The portrait is very attractive and guaranteed to be in every instance, good likeness. The frame and portrait make a harmonious combination and one that will sell to high class trade at a good price.

## PRICES

10x12 Royal India Tint.....	\$ .40
10x12 Frame No. 661 (as above).....	.30
Net price complete.....	\$ .70
16x20 Royal India Tint.....	\$ .60
16x20-Frame No. 661.....	.50
Net price complete.....	\$1.10

Frame No. 663, same as No. 661, only the finish is all gilt.

## SCROLL

## PORTRAIT



SAMPLE CASE No. 9

The SCROLL PORTRAIT is especially attractive and is made in sizes 12x20 and 16x20. The Scroll border gives a neat and tasty finish to the PORTRAIT. Wherever shown it has proven a ready Seller.

The above cut illustrates the Scroll Portrait Sample Case, which contains a Scroll Crayon Grade A and Scroll Pastel Grade Imperial Samples.

## PRICES

12x20 or 16x20 Scroll Crayon, Grade X...	60c, extra heads 15c
12x20 or 16x20 Scroll Tinted Crayon, Grade X	65c, extra heads 15c
12x20 or 16x20 Scroll Crayon Grade A...	85c, extra heads 20c
12x20 or 16x20 Scroll Tinted Crayon Grade A	95c, extra heads 20c
12x20 or 16x20 Scroll Pastel, Grade W...	80c, extra heads 20c
12x20 or 16x20 Scroll Pastel Grade Imperial	\$1.25, extra heads 30c

No extra charge for full figures.

Oilette finish, 10c extra.

A 16x20 Sample Case complete as illustrated above, black leatherette finish, with nickel trimmings, fitted with Portraits, furnished at the net price of \$2.00 each. This includes Order Supplies. This amount will be credited to your account after you have sent us orders for Scroll Portraits amounting to \$20.00.

Get the latest; don't miss a good thing. If it's something new, popular and profitable you are looking for, the Scroll Portrait is the answer.

## SAMPLE CASE NO. ONE

This sample case contains three portraits:—16x20 Crayon grade A, 16x20 Crayon grade A, tinted, 16x20 Imperial Water Color. Size outside 17x21 inches by 3 inches thick, and weighs about eight pounds. Price with three sample portraits \$2.00.

## GUARANTEE

We guarantee to make over any picture that will not deliver on account of likeness or artist work, with the following exceptions. 1st—we will not guarantee the delivery of a corpse picture under any circumstances. 2nd—We will not guarantee a picture where radical changes are ordered, such, for instance as the removal of hat and changing the hair, or the removal of mustache or beard, or the addition of hat, or mustache or beard. These changes always mar the likeness and



people are usually disappointed when picture is so made, even though they have ordered the changes.

We guarantee all other pictures to deliver, no matter what the cause of non-delivery, allowing returns as rejections up to fifteen per cent. of any given order. If orders are taken right they will deliver with much less than fifteen per cent. loss, but we place the limit high so as to meet emergency cases.

Rejections that are to be credited **MUST BE RETURNED** express prepaid, **WITHIN THREE MONTHS FROM DATE OF ORDER**. It is not sufficient to merely cut out the eyes, nor is it necessary to return the whole portrait. Cut out a piece about 6x8, showing the face and our **MARKS ON BACK OF SAME**. Return this, having prepaid the express.

### WHAT WE CAN COPY

We can enlarge any kind of picture—gem, tintype, photo, daguerreotype, ambrotype or any other style—making it any size you wish, and finishing it in extra fine Bromide, India Ink, Crayon, Sepia, Water Color or Pastel in the highest style of art. In all cases the original will be carefully returned with the large picture. If you are inexperienced in judging photographs, you may sometimes be deceived as to the merits for copying purposes. Don't promise too much unless the photo is perfectly clear. You can promise to make the following changes: to take one or more persons out of a group; to put two separate pictures together on the same card; to remove hat, to open the eyes of a corpse picture, to make full length pictures bust; to remove objectionable features of background; to work out spots and blemishes that appear on small pictures and to make any reasonable change that does not affect the likeness, but always remind your customer that **ANY CHANGE TENDS TO AFFECT AND TO MAR THE LIKENESS**.

### SUPPLIES

We cheerfully furnish ordering envelopes for enclosing pictures to us, and all that is necessary is to ask for them when wanted. We also furnish free order blanks, receipts to give

customers, and if desired, envelopes addressed to ourselves. Each picture should be enclosed in an ordering envelope with instructions on outside of same as to just what is wanted. Many delays can be avoided by giving full instructions.

## GLASS PICTURES

We get a great many original pictures that have been mounted on glass. Glass breaks easily, and unless carefully packed these glass originals are broken when they get here. The moral is **PACK CAREFULLY** and never send a glass picture by mail. No glass can withstand the strain of being hooked by a crane on a mail train moving forty or fifty miles an hour.

## TWO METHODS OF SELLING

One method is to offer a 16x20 Crayon at \$1.98, Tinted at \$2.48 and Water Color at \$2.98 without frame. Say nothing about the frame at the time of taking the order, but when you go to deliver show the picture in a nice frame and endeavor to make a sale. This is a very successful method and is used by a large number of salesmen. The other plan, is to offer your Crayon framed in any one of two or three patterns at say, \$3.50 and your Water Color similarly framed up at \$4.50. This makes a reasonable price for the work and yet gives you a good profit.

Some are successful at one plan, some at the other. The first plan makes the canvassing a little easier and the delivery a little harder, but salesmen should adopt one plan or the other, but not both as the two do not mix well.

**A FEW QUESTIONS ANSWERED.**—Here are answers to a series of questions that are asked thousands of times in letters and which we cheerfully reply to in individual cases, but which may be answered here for the advantage of all interested.

Q: "Do you pay freight?" A: No, we do not. We deliver all goods to the transportation company F. O. B. Huntington, W. Va., and customer pays charges when they come

to his depot, unless some other special arrangement has been made.

Q: "Will you send me the work and let me deliver it and then pay for it?" A: Ordinarily we do not do this. All orders are sent with charges C. O. D. at depot, unless paid for in advance or unless some arrangement has been made for credit accommodations. We can accept a letter of credit properly signed, and with this, send goods out to be paid after they are delivered.

3. "How long does it take you to make up the order?" A: In general about two weeks after the order reaches us. Sometimes we can push a hurry order out in a week, sometimes when things are crowding or when accidents occur it may take us three weeks on an order. The size of the order makes little difference in the matter of time.

Often orders are delayed by additional pictures being sent in to add to the order. It takes as long to make up the additions to the order as the original order, and sufficient time should be allowed for any additions sent to any order.

4. "Do you return the small picture safely?" A: Yes, always. It is the unvarying rule of the house to return the small picture at the same time enlargement is sent, and the picture is never damaged while it is here.

5. "Do you make corpse pictures?" Yes: We make them as good as can be made by any one anywhere. We never guarantee a corpse picture, but will do the very best work we can on the portrait to make it satisfactory.

6. "Do you frame all your pictures?" A: No. We wish that we did. We frame them if so ordered, but we send them unframed if frames are not plainly ordered. We will cheerfully send our frame catalogue to any one desiring it.

7. "How is it that——in——makes a crayon cheaper than you?" A: You usually get just what you pay for, no more, no less. We make a better crayon than the other man and have to charge a little more for it. It is worth the money.

8. "Do you ship out pictures subject to examination at the express office?" A: We do not. An express office is not

the place in which to properly pass on the merits of a portrait. We guarantee to make any picture over if it is unsatisfactory, so customer runs no risk whatever in taking the work and examining it at his home, office or studio.

9. "Do you teach pastel and crayon work?" A: NO.

10. "Are pastel and water color the same?" A: Commercially, yes, but in reality, no. Pastel is put on with dry chalky substance and rubs off easily. Water colors are put on liquid. In actual work we use a combination of the two, thus getting a good effect and yet making a picture that does not rub off easily.

11. "Do you sell fancy pictures?" A: Yes, we have thousands of them, including marriage certificates, memorials, family records, scenery, photo colors, religious subjects and everything else used by picture men, all 16x20, and can furnish these. If they are used in connection with the portrait business they ought to be only secondary. Make portraits the first thing always, and then sell fancy pictures when done with enlargements.

12. "Do you ship frames by express?" A: No, unless specially ordered that way, as the weight is so great the express charges are too heavy. To save time, frames are often shipped by freight and the portraits by express. When computed this saves time, as frames can be in transit while portraits are being made.

## METHODS OF SHIPPING PORTRAITS

On account of the Parcel Post regulations, many customers are having Portraits sent by Mail. Any Postmaster can advise you the amount of postage, if estimate of the weight is given him.

Packages forwarded by Parcels Post must not contain any writing, therefore for this reason order envelopes or write-ups will not be returned with the original pictures. Descriptions or directions must not be written on back of the original pictures.

The following table is intended to show approximate weight of three different size pictures mounted on cardboard. Customers may use the table as a guide and if any balance is due over and above payment for work and postage, it will be returned with invoice to customer.

## THE WEIGHTS INCLUDE THE PACKING

Size of Picture 16x20 1 picture 2 lbs. 3 oz.	Size of Picture 14x17 1 picture 1 lb. 14 oz.	Size of Picture 11x14 1 picture 1 lb. 7 oz.
up to 2 pictures 3 lbs.	up to 4 pictures 3 lbs.	up to 3 pictures 2 lbs.
up to 4 pictures 4 lbs.	up to 7 pictures 4 lbs.	up to 8 pictures 3 lbs.
up to 7 pictures 5 lbs.	up to 10 pictures 5 lbs.	up to 12 pictures 4 lbs.
up to 9 pictures 6 lbs.	up to 13 pictures 6 lbs.	up to 17 pictures 5 lbs.
up to 11 pictures 7 lbs.	up to 16 pictures 7 lbs.	up to 21 pictures 6 lbs.
up to 13 pictures 8 lbs.	up to 18 pictures 8 lbs.	up to 24 pictures 7 lbs.
up to 15 pictures 9 lbs.	up to 21 pictures 9 lbs.	up to 27 pictures 8 lbs.
up to 18 pictures 10 lbs.	up to 24 pictures 10 lbs.	up to 30 pictures 9 lbs.
up to 20 pictures 11 lbs.	up to 27 pictures 11 lbs.	up to 33 pictures 10 lbs.

For a larger number—estimate on above basis.

Goods can go C. O. D. by mail for 10 cents additional postage.

## INSURANCE OF PARCELS

A mailable parcel on which the postage is fully prepaid may be insured against loss in an amount equivalent to its actual value, but not to exceed \$50, on payment of a fee of 10 cents in parcel post stamps, such stamps to be affixed on mailing goods. Customers desiring packages insured must provide in advance the necessary fee and so state in the order that the package **MUST BE INSURED**.

In case sufficient postage is not sent us with the order, we would understand customer wished the goods sent by **EXPRESS** to the nearest Express office.

## EXPRESS

Express rates have been reduced so much recently, that most customers prefer Express shipments because it is safe, and in case of loss, a Claim may be collected. The method of tracing Express lost packages, has many advantages.

## A WORD ABOUT FRAMES

A well manufactured article appeals to both the expert eye and the casual observer. A well made picture frame—nicely finished, whether classed among the “high priced” better made patterns or not, is something to be appreciated

Mr. Customer, have you caught that new word “classy”? If you have, then you are better able to appreciate our frames. We are manufacturers of portrait frames of the better class and the most up-to-date styles. Our fifty-cent frame will “out class” the jobbers’ sixty-five cent pattern. Why? Answer: Because we are manufacturers, we make the goods, using best material, best machinery and skilled workmen. Many so-called manufacturers do not really make the goods. They purchase a supposed-to-be as good frame, but on close observation it is not quite so well finished, the corners are not so neatly joined, the material is not of the first class, the nails used in joining are of the fencing sort instead of the finishing variety and lastly, the workman himself is not quite so well on to his job. And on top of this poor class frame, Mr. Jobber is compelled to ask Mr. Buyer at least 10 per cent more than they would cost him if from a manufacturer in order to keep his office going.

No, it is impossible for a jobber to sell you as good goods at as low price as the manufacturer. Think it over.

## SUITABLE FRAMES

Experience of the most successful dealers teaches that it pays better to use only two or three patterns, select the best sellers and stick to them.

Use standard sizes, the most popular of which is 16x20.

Any pattern can be had in two or more different finishes.

When you have a call for a better or cheaper frame, we would say, "Most assuredly make the sale, and we will fill the order accordingly."

### FRAME SAMPLES

Yes, we will mail you half dozen 6-inch sections of frames, if in your judgment you can increase your sales. We want you to prosper, and if samples will help accomplish this end, ask for them, but do not expect more than a few of the best sellers.

Remember that you are handling the best goods from a house that knows the business from start to finish.

Remember our motto: "Courteous treatment and a square deal to all customers alike."











“DON’T whine about your  
lack of opportunity.  
There are opportunities for every  
one who is able to convince the  
world by his industry that he is  
worthy of success.”

